CANADIAN MOVING PICTURE

Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

THIRTY-SIXTH YEAR OF PUBLICATION 1915-51

Vol. 43, No. 22 TORONTO, CANADA September 8, 1951

Canadian Premiere, 20th Century-Fox's

"David and Bathsheba"

September 7th, Victoria Theatre, Toronto

Darryl F. Zanuck's "David and Bathsheba" with Gregory Peck and Susan Hayward interpreting the tempestuous Biblical story of high romance and adventure.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE - TORONTO

Maritime News

By ALICE L. FAIRWEATHER

A new president has been elected by the New Brunswick Branch of the International Alliance of Theatrical Stage Employees and Moving Picture Operators Union, Local No. 440. This is E. A. Chase, who succeeds Aubrey C. Sprague of Fairville, N.B. Mr. Chase resides in Saint John. The meeting was held at Moncton, N.B., and discussed the new wage agreements for the season beginning September 1st. The Union is requesting two Saint John theatres to add another cost-of-living bonus, to keep the present rate from becoming top-heavy.

Recently "Bill" Gates, manager of the new Paramount Theatre in Moncton, entertained fifteen Newfoundland Sea Cadets who were en route to Vancouver. The boys greatly appreciated the courtesy and enjoyed the "Ace in the Hole" then showing. Mr. Gates had just returned from a vacation spent at Halifax.

Reg Jones of the Capitol and Empress (Odeon) gave me his news, of a free show for children of the City of Moncton's Free Playgrounds — that Moonlight Bay was held over and showed six days, and that Show Boat and Caruso did very well.

Charlie Curran, formerly of Moncton, but now with Dominion Sound, visited old friends in his home city reecntly. He lives at Halifax.

Hilliary Howes at the Imperial, Moncton, has returned from a vacation spent at Boston and Halifax. Clarence Surette, proectionist at the Imeprial, has recently become the proud father of twin boys.

Percy Fielding of the Capitol Theatre at Barrington Passage, N.S., is in the Dawson Hospital in the Dawson Hospital in Bridgewater N.S.

The World In Arms

Andrea King was signed recently by Universal-International for an important featured role in "The World In His Arms," in the Technicolor production starring Gregory Peck and Ann Blyth. Actress, who recently was featured in U-I's "Mark of the Renegade," will portray proprietress of a dance hall who is in love with Peck.

Capt. Horatio Hornblower

Warners Bros.' Technicolor production of "Captain Horatio Hornblower," starring Gregory Peck and Virginia Mayo, set an all-time record for an opening day's business in the eleven-year history of the St. Johns Theatre in Jacksonville, according to advice from the theatre management.

TRADE headlines

20th Century-Fox Corp. and Famous Players had a preview showing of David and Bathsheba by invitation Thursday, Sept. 6th Toronto.

•

Industry Council meeting Montreal—Mount Royal Hotel Sept. 24-26.

•

Famous Players executives and Eastern Theatres meeting Alpine Inn—St. Marguerite, Que. Sept. 27-28.

•

Francis X. Bushman (King Saul) visits Toronto Sept. 6-7 in connection with David and Bathsheba.

•

The Immortal Scoundrel, produced by Carillion Productions, will be Canada's first feature in color—location in Laurentians.

•

Harley Davidson, who left Paramount's Winnipeg office in 1926 for Paramount position in Philadelphia visits Toronto — now operating Independent Theatres Incorp. in Washington, D.C.

•

Officers and direcors of the J. Arthur Rank (Canada) Ltd. and Monogram hold luncheon for Steve Broidy and Walter Wanger at the Royal York Hotel Sept. 7.

•

Digest Showmanship Contest extended for two weeks at exhibitors request following delay in mail delivery.

•

Marc J. Wolfe, Chief Barker Variety Club, announces Las Vegas Nev. set for Variety Convention April 28th to May 1st inclusive—1952.

•

Dean Martin-Jerry Lewis personal appearance Chicago Theatre, Chicago, made new theatre record of $120,000 for week.

•

Sam Maiser, of Warner Bros. Mort Blumenstock's advertising staff, gives Compo box-office campaign slogan — Movie Time U.S.A.

•

Metro-Goldwyn-Mayer's Show Boat outgrosses Great Caruso in 125 city runs to the extent of 20% increase in business.

•

New Anglo-American Agreement cites a proposed increase from $17,000,000 to $125,000,000 for annual remittances to U.S. distributors on revenue earned in U.K.

•

U.S. Internal Revenue Dept. rules nc tax on children under twelve, admitted free with adults.

SHOWMEN! SEND YOUR ENTRIES IN NOW!

RAY PRESENTS

ODEON'S Paradise in Vancouver is currently playing Salerno Beachhead, now released by Alliance Films Ltd. and formerly released by 20th Century-Fox as Walk In The Sun.

Salerno Beachhead is a powerful picture, and substantiates in its present release what the Digest has always said concerning the screen immortality of fine pictures, which if not impaired for current release because of noticeably out-of-date women's clothing, provide excellent entertainment for a new generation of moviegoers.

It is a fact that there are thousands of people who never go to the movies, and more thousands who for some reason or other miss a good motion picture when it is currently playing in their theatre or town. This may be due to the fact that during a particular week many good pictures may be showing at the various theatres, and the regular movie patrons do not see all the pictures which they may desire to see.

AS AN example in Toronto last week, we had an exceptional week of outstanding pictures, Paramount's "That's My Boy" with Martin and Lewis at the Shea's and Eglinton Theatres, Paramount's "Here Comes The Groom" at the Imperial, Metro's "Show Boat" at the Loew's, UA's "Cyrano" at the Odeon-Carlton, International's "Bitter Rice" at the International Cinema, Fox's "Mr. Belvedere Rings The Bell" at the University and Nortown, RKO's "Alice In Wonderland" at the Victoria, the Ink Spots and Tall Target at the Uptown, RKO's "Kon-Tiki" at the Towne Cinema, not overlooking the stage show of Show Boat at Melody Fair and Durante at the Grandstand in the Canadian National Exhibition.

When you consider that the Grandstand is packed with an attendance of 20,000 nightly, and that the Ink Spots are very popular, you can imagine that some of the excellent pictures showing will be missed by patrons who really wished to see them, for there are not enough days in the week to take them all in, and with the exception of the few top ones which hold over, the others will be moved out of the theatres and may not get into subsequent runs for some weeks, perhaps months, during which time a new array of big pictures comes along, as an example David and Bathsheba, A Place In The Sun, Captain Horatio Hornblower, An American In Paris, etc., which everyone wants to see, which brings us back to the re-release subject of Salerno Beachhead.

CLYDE GILMOUR of the Vancouver Sun devoted his column of Thursday, August 30th, to a review of Salerno Beachhead with scene cuts. The review column is captioned "Another Walk In The Sun." But here is the Clyde Gilmour review which you can read for yourself.

"TODAY'S thought for filmgoers, offered without any nudge from the motion picture industry, consists of the following 15-word slogan: 'A good *old* movie is still a good *new* movie if you've never seen it.'

"The truth of this homely observation was made clearer than ever to me when I dropped in the other evening at the downtown theatre currently showing Salerno Beachhead.

"This is a re-issue, retitled but otherwise undamaged, of an outstanding Hollywood war film produced and directed by Lewis Milestone in 1945 and originally called A Walk In The Sun.

"THE theatre was packed, the audience's attention was rapt and responsive, and on the way out I heard at least a dozen customers trading exclamations of enjoyment. Not one of the comments referred to the fact that Salerno Beachhead is a re-issue.

"It's possible, of course, that the people I overheard didn't even know it's a re-issue, because the words 'formerly A Walk In The Sun' in the advertisements are in type so small that you practically have to use a magnifying glass to notice them at all.

"NO MATTER what new label they put on it, though, this effort was—and is—one of the most stirring and honest war movies Hollywood has ever given us.

"The screenplay, a solid job by Robert Rossen, is based on a short novel by Harry Brown.

"Graphically and with poetic feeling blended with earthy humor, it follows the activities of one platoon of American infantrymen whose mission is to capture an Italian farmhouse from the Germans in 1943.

"DIRECTOR MILESTONE is an old hand at deploying troops in front of his cameras and microphones. His work in All Quiet On The Western Front, away back in 1930, was a towering achievement in its day and is still impressive. Recently he made Halls of Montezuma, a noisy tribute to the U.S. Marines, which had some splendid moments along with a disconcerting burst of boyish naivete in its conclusion.

"A Walk In The Sun, or rather Salerno Beachhead, is remarkably candid in its close and pitying scrutiny of a quite ordinary bunch of soldiers who know perfectly well that death may be in ambush around the next bend of the road.

"ROSSEN'S dialogue is occasionally a bit self-conscious in its starkness, but it unerringly conjures up the constant and meaningless obscenity of military chatter. And it does this, somehow, without using a single word that could possibly embarrass anyone.

"Dana Andrews, Richard Conte, Lloyd Bridges, Sterling Holloway, John Ireland, Norman Lloyd and Richard Benedict are pre-eminent in the all-male cast.

"Milestone's eyes and Russell Harlen's camera fill the screen with hundreds of memorable images. One of them: Holloway's helmet banging hollowly on his rifle's butt, the bayonet stabbing the earth—a GI monument standing guard over his dead body."

DIGEST SHOWMANSHIP CONTEST EXTENDED TO SEPT. 15th

Toronto and District

BILL PRESS

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, is busy preparing reports for the third annual convention of the National Committee, Motion Picture Exhibitors Association of Canada, at Montreal, Sept. 24-26.

He is proud of the fact that the present membership has reached the 352 mark in the Ontario group.

Famous Players Canadian Corp. has maintained its increased 30c dividend rate for the third quarter of 1951, payable Sept. 30 to common-shareholders of record Sept. 22.

A year ago the dividend on the common was 25c.

Ted Soucie, veteran exhibitor of Rouyn, who is well known in Toronto theatre circles, has resigned as president of the Rouyn-Noranda Junior Baseball League because of a dispute following a players' scrap.

Soucie, who operates the Montcalm Theatre, has long been associated with hockey and baseball organizations.

A Toronto visitor was Cecil Smith, a former theatre manager in Western, who now operates the Regent Theatre at Chapleau and the Empire at Thessalon. Cecil was enjoying a vacation tour.

At the College Theatre in Brantford, the monthly stunt is to award a $15 prize for the printed program bearing the lucky number. Attendance at the theatre is not necessary in order to get a copy but wide attention is secured for the printed literature because of the award. No. 874 was the prize number for August.

In a tie-in with a local store, Young Canada's Toy City, the Elmwood Theatre scored nice success with a Saturday children's matinee featuring a Hopalong Cassidy picture, "The Marauders."

Hopalong Cassidy handkerchiefs were the prizes which were distributed among the young patrons.

The Toronto Variety Tent held a bustling dinner meeting Tuesday night, Aug. 28, when plans were dealt with of the annual fall conference here of Variety International.

The general meeting, to which all Tents can send a delegate, may take place about the time of the Royal visit of H.R.H. Princess Elizabeth and Prince Philip. The Toronto Barkers are hoping that the Prince, who is an honorary member of the London, England, branch, may be able to inspect Variety Village.

Seen left to right examining one of the film projectors which were used in presenting the stereoscopic films made by the National Film Board are A. Irwin, National Film Commissioner, O. J. Silverthorne, Chairman of the Ontario Board of Censors and Norman McLaren, producer of the two films shown.

THE CANADIAN MOVING PICTURE DIGEST
Entered as Second Class Matter
RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: WAverley 8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: $5.00 yearly

— Correspondents —

A. L. FAIRWEATHER ..... Saint John, N.B.
J. J. CONKLIN ..... Winnipeg, Man.
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

VANCOUVER NEWS

JACK DROY

William Shelly, a leading citizen of Vancouver and father of Leon Shelly, president of Shelly's Film Studios in Toronto, died from diabetes in his 73rd year.

Doug White, WB booker, is back from a vacation spent in the British Columbia interior. Phil Harris and Alice Faye are on a fishing trip at Campbell River, B.C.

Frank Hood, long-time member of the projectionists union at the Windsor Theatre, died after a long illness at Shaughnessy Military Hospital.

Peter Jorgenson, local film technician, was committed for trial on a charge of arson arising out of a fire in his film plant which destroyed film insured for $250,000. Jorgenson was arrested after fire wardens investigated two blazes in his film studio in Vancouver's east side. The court also ordered psychiatric examination of Jorgenson who is also charged with perjury covering statements he made.

"Show Boat" now on its third week at the Capitol and grosses are running ahead of those for "The Great Caruso" which did the best business in several years at the Capitol. Also doing well is Paramount's "That's My Boy," holding over at the Orpheum.

Lethbridge Lions Club will fight a gambling charge laid by the RCMP for running "Jungo," a bingo-type game, at the Drive-In Theatre near the town. Fred Levitt, the outdoor theatre manager, is a member of the Lion's Club at Lethbridge.

The newly constructed Paramount Drive-In Theatre at Burnaby will be allowed a licence to operate on the condition no further extension of a commercial nature is erected on the property which is zoned as a residential section. The Cascade outdoor theatre has added stage shows to help out its film programs.

SHOWMEN! SEND YOUR ENTRIES IN NOW!

Quo Vadis At The Astor, Capitol, New York Same Dates

MGM announces that it has concluded contracts with the Astor and Capitol Theatres whereby its most important production in many years, "Quo Vadis," will play simultaneously in both theatres. The double world premiere will take place some time between November 1st and 15th, the precise date to be determined shortly.

All seats at the Astor will be reserved, and there will be two performances daily. Seats may be purchased in advance as soon as the date of the premiere is announced. At the Capitol, performances will be continuous.

More than twelve years of conception, planning and actual production have gone into the making of "Quo Vadis," which is based on Henryk Sienkiewicz's famous novel of Rome in the days of Nero ad which was filmed entirely in Italy with Sam Zimbalist as producer and Mervyn LeRoy as director. Robert Taylor and Deborah Kerr head the cast in the roles of Marcus Vinicius, the Roman officer, and Lygia, the Christian hostage. Such notable British actors as Leo Genn and Peter Ustinov appear as Petronius and Nero respectively, and other principals in the huge cast include Buddy Baer (as Ursus, the giant Christian slave), Patricia Laffan, Marina Berti, Felix Aylmer, Nora Swinburne, Finlay Currie, Abraham Sofaer, Ralph Truman, Norman Wooland, Rosalie Crutchley, Peter Miles and Elspeth March. There are 235 speaking parts.

In sheer magnitude "Quo Vadis," filmed in Technicolor, sets a new mark in motion picture history. Besides the use of the big Cinecitta Studios in Rome, where production began on May 22nd, 1950, the Circus of Nero was reproduced, with seating capacity for 30,000 people. Other huge outdoor sets included a whole section of ancient Rome, presenting the streets, houses and shops as they appeared, according to careful historical research, two thousand years ago; a great bridge capable of supporting 5,000 people who flee across it during their escape from the burning city; and a restoration of two miles of the famous Appian Way so that it appears in the picture as it did in Nero's reign. The preparation of these and more than 100 other sets occupied the energies of over 500 skilled carpenters, plus painters and other artisans, for two years before the cameras began to roll. It is estimated that more than 52,400 yards of material, most of it specially woven, went into the 32,000 costumes worn in the picture.

The screen play of "Quo Vadis" was written by John Lee Mahin, S. N. Behrman and Sonya Levien. Robert Surtees and William V. Skall were directors of photography.

One of MGM's first productions was the memorable "Ben-Hur," another story of the conflict of paganism and Christianity in ancient days. In making "Quo Vadis" the company has produced on an even grander scale one of the world's great tales of adventure, of love and hate, faith and ruthless despotism, on the very scenes where the blood of the martyrs became the inspiration of a new era.

20th-Fox Offer The Magic Eye Free

Offering a major weapon in the "Movietime USA" campaign, 20th Century-Fox has announced the production of a one-reel short subject entitled "The Magic Eye" which will be offered gratis to exhibitors across the country in their huge box-office building drive.

Presented as a salute to the motion picture exhibitors of America, prints of the film will be in every 20th Century-Fox exchange centre starting September 30th, in time for the kick-off of the "Movietime U.S.A." Drive.

"The Magic Eye" presents highlights of scenes from nine of 20th Century-Fox's major efforts for the Fall and Winter season, entertainingly presented through the eye of the camera lens.

Scenes back stage at the company's Beverly Hills studio are integrated to show the stars at leisure and at work as climactic moments from the films are unfolded before the audience's eyes. Both black and white and Technicolor footage will be integrated into the production which has been carefully designed to give maximum "want-to-see" effectiveness for the "Movietime U.S.A." push.

Pictures highlighted in the reel are Darryl F. Zanuck's "David and Bathsheba" and "People Will Talk," "The Desert Fox," "The Day The Earth Stood Still," "No Highway in the Sky," "Kangaroo," "Golden Girl," "Elopement," and "Decision Before Dawn."

The Magic Screen of The FUTURE . . . NOW!

- Perfect sound transmission
- Elimination of backstage reverberation
- Perfect vision in front rows
- Better Side Vision

Distributed by
DOMINION SOUND EQUIPMENTS
LIMITED
HEAD OFFICE: 4040 St. Catherine Street West, Montreal, Que.
BRANCHES AT: Saint John • Halifax • Quebec • Montreal • Ottawa • Toronto
Winnipeg • Regina • Calgary • Edmonton • Vancouver.

DIGEST SHOWMANSHIP CONTEST EXTENDED TO SEPT. 15th

PARAMOUNT'S MORE, BETTER, BIGGER PICTURES ARE GETTING THE BOXOFFICE RESULTS!

DATE	TITLE
JULY	Passage West
	Billy Wilder's Ace In The Hole
AUGUST	Raoul Walsh's Peking Express
	Raoul Walsh's That's My Boy
	Ray Nazarro's Warpath
SEPTEMBER	Frank Capra's Here Comes The Groom
	George Stevens' A Place In The Sun
	Pasternak and Seaton's Rhubarb
OCTOBER	Crosswinds
	Darling, How Could You!
NOVEMBER	George Pal's When Worlds Collide
	Submarine Command
	William Wyler's Detective Story
DECEMBER	Hong Kong
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)

Just ninety days ago, we gave you Paramount's answer to demands from the public and exhibitors that Hollywood deliver more product with bigger selling values than ever before. Today a third of the 15 standout attractions we announced for release before the end of '51, are playing—all of them with standout results.

For showmen who haven't yet cashed in on them, Paramount can now make available big-performing PASSAGE WEST—ACE IN THE HOLE—PEKING EXPRESS—THAT'S MY BOY—WARPATH.

Now, take a minute to review the selling strength in the three terrific pictures Paramount has in September. Examine in detail the ones for October, highlighted in this ad. Look at our hit-security for those important holiday months of November and December. Then put Paramount's product-power to work for you!

CAST

JOHN PAYNE — DENNIS O'KEEFE
ARLEEN WHELAN

KIRK DOUGLAS — IAN STERLING

JOSEPH COTTEN — CORINNE CALVET
EDMUND GWENN

DEAN MARTIN — JERRY LEWIS

EDMUND O'BRIEN — DEAN JAGGER
FORREST TUCKER — HARRY CAREY, Jr.

BING CROSBY — JANE WYMAN
FRANCHOT TONE — ALEXIS SMITH

MONTGOMERY CLIFT — ELIZABETH TAYLOR
SHELLEY WINTERS

RAY MILLAND — IAN STERLING

JOHN PAYNE — RHONDA FLEMING
FORREST TUCKER

JOAN FONTAINE — JOHN LUND
MONA FREEMAN

The producers of "Destination Moon" has made this new, and startling interplanetary adventure . . . .

WILLIAM HOLDEN — NANCY OLSON
WILLIAM DEMAREST

KIRK DOUGLAS — ELEANOR PARKER
WILLIAM DEMAREST — CATHY O'DONNELL

RONALD REAGAN — RHONDA FLEMING

BOB HOPE — HEDY LAMARR

HERE'S OCTOBER'S

Desperate men brave the terrors of the South Pacific jungle for gold!

CROSSWINDS

Color by TECHNICOLOR

starring

JOHN PAYNE · RHONDA FLEMING · FORREST TUCKER

with

ALAN MOWBRAY · JOHN ABBOTT · ROBERT LOWERY

Directed and Written for the Screen by LEWIS R. FOSTER

Adapted by Thomson Burtis • From his novel, "New Guinea Gold" • Produced by William H. Pine and William C. Thomas

HARVEST OF PARAMOUNT PROFITS:

There's boxoffice fun in the midnight affair that shook Washington Square with laughter!

Darling, How Could You!

starring

JOAN FONTAINE · JOHN LUND

MONA FREEMAN · PETER HANSON

Produced by HARRY TUGEND

Directed by MITCHELL LEISEN

Screenplay by Dodie Smith and Lesser Samuels • From the play, ALICE-SIT-BY-THE-FIRE, by James M. Barrie

A MITCHELL LEISEN PRODUCTION

PLAY PARAMOUNT NEWS —it's the program builder that guarantees the "best show in town"!

Rhubarb Tomcat Millionaire Helps To Sell His Picture

The "Rhubarb" promotion campaign went into high gear a short time ago when Rhubarb, the tomcat millionaire hero of the Paramount comedy, made the first of his personal appearances scheduled for ten supermarkets in the metropolitan New York area.

News that the 14-pound orange-colored cat, who inherits a Brooklyn baseball team in this Perlberg-Seaton production, starring Ray Milland and Jan Sterling, would visit these stores on Saturday Aug. 25 and Monday, Aug. 27, was announced in 600-line newspaper ads, plus window streamers and special displays in the supermarkets.

The stores made a pitch to cat owners to bring their pets, which participated in Rhubarb contests. "Miss Rhubarb" (lovely Conover model-actress Mary Carroll), who accompanied Rhubarb on this personal appearance tour, selected the prettiest cat, the ugliest cat, the biggest cat, the smallest cat and the orneriest cat. She gave passes to their owners to attend the New York Globe Theatre engagement of "Rhubarb," Thursday, August 30. "Miss Rhubarb" distributed "paw-tographed" photos of Rhubarb to his fans.

The supermarket tour began Saturday at 10 a.m. at the Safeway Store on Central Avenue in Jersey City. Rhubarb then moved on to Low's Foodland in West New York, N.J. Both stores were packed with crowds of well-wishers, fans and cat owners eager to meet the new Hollywood star.

Rhubarb's schedule began Monday, August 27th at 10 a.m. at Food Fair in Parkchester, the Bronx. He then visited, in the following order, Shopwell Food Store, at 2430 Williamsbridge Road, the Bronx, at 10:45; Gristede Bros., 4781 Broadway, at 11:45; Grand Union Stores, 62 East 86th Street, Manhattan, at 1 p.m.; King Kullen, 194th Street and Northern Boulevard, Little Neck, L.I., at 2:15; Bohack's, 571 Grandview Avenue, Ridgewood, Queens, at 3:15; Associated Food Store, 1740 Nostrand Avenue, Brooklyn, at 4:30, and Dilbert's 185 Seventh Avenue, Brooklyn, at 5:30. They say a cat has nine lives, certainly in show business he requires all of them.

That's My Boy

Paramount's "That's My Boy," currently playing the Shea's and Eglinton, Toronto, is setting non-holiday box-office records throughout the country, looms as one of the company's top-grossing pictures of 1951, according to A. W. Schwalberg, President of Paramount Film Distributing Corporation.

The Hal Wallis production is topping the previous Dean Martin-Jerry Lewis comedy, "At War With the Army," in large and small situations alike. Non-holiday records have been smashed by the picture.

"Happy Go Lovely" Gets Brilliant London Premiere

Crowds thronged London's Leicester Square as film stars and other celebrities arrived at the gaily decorated Warner Theatre for the London charity premiere of the Associated British/Marcel Hollman Technicolor production, "Happy Go Lovely," one of the most lavish pictures ever to be made at a British studio.

Newsreel cameras turned and flashlamps exploded as star after star entered the foyer. A place of honor was reserved for David Niven, who co-stars in "Happy Go Lovely" with Hollywood's Vera Allen and Cesar Romero.

Among the guests were Michael Denison and Dulcie Gray, Mai Zetterling, Paul Dupuis, Patricia Dainton, Kathleen Byron, Sandra Dorne (who has an important part in the film), Lois Maxwell, Jack Hawkins, Margaret Johnston, Patrick Holt, Sonia Holm, Peter Reynolds, Guy Middleton, Joan Dowling, Veronica Hurst and Claude Farrell.

To herald the start of "Happy Go Lovely," which is played against the background of the world-famous Edinburgh Festival, thirteen girl pipers marched down the aisles and onto the Warner stage. Release in Canada through RKO, currently showing University and Nortown with Nature's Acre, a hit show.

The National Film Board and the Ontario Censor Board sponsored a screening of two stereoscopic films which are being presented at the Canadian National Exhibition for the first time in Canada. Discussing the films after the screenings are left to right Mr. R. Bolstad, Famous Players, Mr. Charles S. Band, National Film Board, Morris Stein, Famous Players, A. Irwin, National Film Commissioner and J. J. Fitzgibbons, President of Famous Players Canadian Corporation.

SHOWMEN! SEND YOUR ENTRIES IN NOW!

New St. John Branch Manager For General Theatre Supply Co. Ltd.

General Theatre Supply Co. Ltd. announces the appointment of Harold Isaacs as the new branch manager of its Saint John office and supervisor of its sound service, Maritime division. Mr. Isaacs has had wide experience in the theatre sound and electronic field.

Before joining General Theatre Supply he took a position with Muzak Incorporated where he was in charge of designing and installing wired musical systems in hotels, restaurants and other industrial concerns. In 1949 he joined the engineering staff of General Theatre Supply sound department. Mr. Isaacs replaces John Warr who has moved to Montreal.

HAROLD ISAACS

The Whistle at Eaton Falls De Rochemont's for Columbia

"The Whistle At Eaton Falls" is de Rochemont's first feature-length film since his memorable "Lost Boundaries." As in all of the producer's pictures, the film dramatizes events taken from real life. In this case, the story deals with a young workingman who is given an opportunity to save his community from becoming a ghost town, and the compromise and adjustments that must be made before the town can function humanely again.

Directed by Robert Siodmak, responsible for such notable films as "The Killers" and "The Spiral Staircase," the picture stars Lloyd Bridges and Dorothy Gish, the latter making her first screen appearance since "Centennial Summer." In important supporting roles are Carleton Carpenter, Murray Hamilton, James Westerfield, Lenore Lonergan, Russell Hardie and Parker Fennelly. Many local people were also used in the cast.

Anglo-American Film Agreement

Joyce O'Hara, vice president of the Motion Picture Export Association, cabled instructions to Fayette W. Allport, the Association's representative in London, to notify the British government that its member companies have approved the terms of the new Anglo-American film agreement.

Details of the two-year pact were presented to the Board last week following Mr. O'Hara's return from three weeks of negotiation in London with British government officials. Other American negotiators were John G. McCarthy, MPEA vice president; James Mulvey, president of Samuel Goldwyn Productions, who represented the Society of Independent Motion Picture Producers; and Mr. Allport.

Wallis Concludes Deal For Shirley Booth

Shirley Booth, whose characterization in "Come Back, Little Sheba" last season won the theatre's coveted Antoinette Perry Award, will play the William Inge play.

A deal for the actress's services under a term contract was concluded with Wallis in New York where she is now appearing in the musical version of "A Tree Grows in Brooklyn." Terms of the deal permit Miss Booth to continue with her stage career.

CBC Features Premiere Here Comes The Groom

The Columbia Broadcasting Company announced the highlights of the world premiere of "Here Comes the Groom," in a special broadcast. Ted Husing was the master of ceremonies, reporting on-the-spot proceedings from Elko, Nevada, where the premiere was held at the Hunter and Rainbo Theatres.

The broadcast actually was a tape recording of the event, which stars the stars of the film, Bing Crosby, Honorary Mayor of Elko, Jane Wyman, Franchot Tone and Alexis Smith, who journeyed to Elko with a contingent of one hundred news and radio reporters, state and local officials, plus a delegation of Hollywood personalities. Here Comes the Groom is currently playing to capacity business at the Imperial, Toronto.

Don McNeill In Winnipeg

Don McNeill, star of radio's Breakfast Club program stopped off in Winnipeg Monday morning on his way to vacation in Ontario.

With Mr. McNeill, who arrived from Chicago at the Canadian Pacific railway station on the Soo line, were his two tall sons. All three are going to spend two weeks at Vermillion Bay and Kenora, Ont. Mr. McNeill, a burly, pleasant-faced man, whose dazzling tie brightened the morning, said they intended to "do nothing but fish." What do they hope to catch?

"Well, I guess we'll make it muskies this time," said Mr. McNeill with a grin.

THE NEW CANADA CARRIES ON SERIES

presents

THE SALTY SAGA OF CANADA'S SHIPS AND MEN

"Gangway For Navy"

and

"Penitentiary!"

GRIPPING REALISM BEHIND CANADIAN PRISON WALLS

Book CCO, The All-Canadian Series

produced

BY THE NATIONAL FILM BOARD OF CANADA

distributed by

Columbia Pictures

DIGEST SHOWMANSHIP CONTEST EXTENDED TO SEPT. 15th

Talk About *BIG* Nat

Reproduced directly from the full-color magazine ads.

ional Ad Campaigns!

LOOK AT THIS ONE!..

Seat-selling sockeroo FULL-COLOR ads in 50,773,473 copies of national magazines and Sunday newspaper supplements — numerical circulation enough on readership statistics to reach every moviegoer in the country!

Four-color, double-page spreads in

LOOK
LIFE

Four-color, full pages in

SATURDAY EVENING POST
COLLIER'S
TIME
NEWSWEEK
HOLIDAY
WOMAN'S HOME COMPANION
COSMOPOLITAN
TRUE STORY
ESQUIRE
McCALL'S
REDBOOK
AMERICAN WEEKLY
(Sunday newspaper supplement in 22 cities)
MOTION PICTURE
MOVIE STORY
TRUE CONFESSIONS
PHOTOPLAY
MOVIELAND
SCREEN GUIDE
MOVIE LIFE
MOVIE STARS PARADE
SCREENLAND
SILVER SCREEN
MODERN SCREEN
SCREEN STORIES

TOTAL CIRCULATION 50,773,473!

MGM Plans Fall Promotion Tours

Following in the wake of the replica "Show Boat" on wheels, which is currently winding up a tour promoting the MGM production, the company is scheduling other fall tours which will concentrate attention on upcoming Metro-Goldwyn-Mayer releases. Howard Dietz, vice-president and director of advertising, publicity and exploitation, is supervising the latest Leo ballyhoo with Dan S. Terrell, exploitation head, in direct charge of field operations.

Morgan Hudgins, who traveled for a month last spring, showing slides from "Quo Vadis," and discussing the making of the picture, will repeat his tour this fall. In his earlier visits, Hudgins appeared before exhibitors, MGM personnel and and special groups, including chairmen of motion picture and better films committees.

This October, Hudgins will visit many of the same cities, but this time to bring his picture-story to larger groups. As a result of his discussion before chairmen of special committees, Hudgins has been invited back to address full memberships of such organizations at regular meetings.

Two chariots used in the production of "Quo Vadis" will shortly begin making appearances at a number of state fairs. In Salem, Oregon, from September 1-8—the first appearance—the chariots will be featured twice a day in especially scheduled races. Each chariot will be pulled by two horses and driven by a toga-garbed driver in a costume from the MGM production. The fair is advertising the special appearances all over the state. From Salem, the chariots will move to Kansas State Fair at Hutchinson, Kansas, and then on east to fill a series of dates in that part of the country.

The Man In the White Suit

The J. Arthur Rank Organization has chosen "The Man in the White Suit," a Michael Balcon comedy starring Alec Guinness, Cecil Parker and Joan Greenwood, as its first entry in the Edinburgh Film Festival, scheduled to open later this month.

"The Man in the White Suit" was directed by Alexander Mackendrick, who also made "Tight Little Island."

Merle Oberon Stars In New Film

Merle Oberon, star of many British and American screen successes, has arrived in London from Paris to undergo costume fittings and attend production conferences for her starring role in a new Associated British film, "Twenty-Four Hours of a Woman's Life."

"Twenty-Four Hours of a Woman's Life" is to be an ambitious picture: it will be made in Technicolor on location in the South of France and at the magnificently-equipped Elstree Studios. The script is a film adaptation of Stefan Zweig's famous short story, "Twenty-Four Hours in the Life of a Woman."

A colorful and dramatic subject, it poses the question: "Is it possible for a man or woman to fall in love for a lifetime in the short space of twenty-four hours?" It is likely to be quite the most dramatic and romantic role Merle Oberon has had for some time.

The script has been written by the distinguished writer Warren Chetham Strode, and scenes which take place in the famous Casino in Monte Carlo will actually be shot inside the celebrated Sporting Club buildings.

After about four weeks on the French Riviera, the film unit will move back to Associated British Studios for about eight weeks films at Elstree. Shooting started in the South of France on August 15th.

The film is being directed by Victor Saville, one of filmdom's most distinguished directors, who brought most of the early Jessie Matthews' successes to the screen. He also directed "Goodbye, Mr. Chips," Joan Crawford's "A Woman's Face," the unforgettable "Smlin' Through," and, more recently, "The Green Years,"

Miss Breen, a 19-year-old London stenographer was chosen from over 4000 other contestants to represent Britain during the Festival Year. Her prizes, which were numerous, included a round-the-world-flight by air, which is still in progress. Her Canadian stop-over points included Montreal, Toronto, Winnipeg, Calgary and Vancouver.

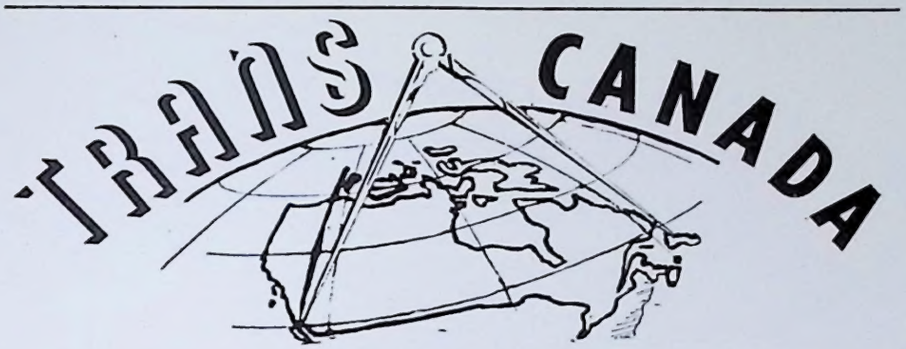
This picture was taken in the foyer of the Odeon-Toronto Theatre and shows left to right, Mr. James A. Cowan, J. Arthur Rank Organization of Canada, Mr. William Price (Miss Breen's escort, of Associated British Cinemas and cousin of actor Dennis Price), Mr. Leonard W. Brockington, K.C., C.M.G.; Mr. F. H. Fisher, General Manager, J. Arthur Rank Film Distributors (Canada) Ltd., Miss Judy Breen, Mr. David Griesdorf, General Manager, Odeon Theatres (Canada) Ltd., Mr. Wannie Tyers, Manager Odeon-Toronto Theatre, Mr. Ivor Smith, Odeon Theatres of Canada Limited, and E. S. Coatsworth, J. Arthur Rank Film Distributors.

SHOWMEN! SEND YOUR ENTRIES IN NOW!

CAPITAL STORY

By BILL McLAUGHLIN

Canadian novelist Hugh MacLennan has left his adopted Montreal for Ottawa to write exclusively for the National Film Board. The NFB for some reason has wrapped an official cloak around Mr. MacLennan's work for them. However, it is reported that the author of Each Man's Son and other books is writing a series of plots and story outlines for the Film Board's new $250,000 Freedom Program intended primarily for European audiences in the psychological warfare against communism.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second Week. Here Comes the Groom (Para.) with Bing Crosby and Jane Wyman.
LOEW'S
Second Week. Show Boat (MGM) Technicolor with Kathryn Grayson and Ava Gardner.
UPTOWN
Little Egypt (E-U) Technicolor with Mark Stevens and Rhonda Fleming.
SHEA'S & EGLINTON
Second Week. That's My Boy (Para.) with Dean Martin and Jerry Lewis.
UNIVERSITY & NORTOWN
Second Week. Mr. Belvedere Rings the Bell (20th-Fox) with Clifton Webb and Joanne Dru.
ODEON-CARLTON
Meet Me After the Show (20th-Fox) Technicolor with Betty Grable and Macdonald Carey.
HYLAND
Circle of Danger (UA) with Ray Milland and Patricia Roc.
VICTORIA
David and Bathsheba (20th-Fox) Technicolor with Gregory Peck and Susan Hayward.
TOWNE CINEMA
Second Week. Kon-Tiki (RKO) Documentary.
INTERNATIONAL CINEMA
Bitter Rice (IFD) with Silvana Mangano.
SAVOY
Lust for Gold (Col.) and Perilous Holiday (Col.).
DOWNTOWN
Cattle Drive (E-U) Technicolor and Father Takes the Air (Mono.).

SAINT JOHN

CAPITOL
Mr. Belvedere Rings the Bell (20th-Fox) with Clifton Webb and Joanne Dru.
PARAMOUNT
That's My Boy (Para.) with Dean Martin and Jerry Lewis.
STRAND
Francis Goes to the Races (E-U) with Donald O'Connor and Piper Laurie.

MONTREAL

CAPITOL
Second Week. Sirocco (Col.) with Humphrey Bogart and Marta Toren.
LOEW'S
Third Week. On the Riviera (20th-Fox) Technicolor with Danny Kaye and Gene Tierney.
PALACE
On Moonlight Bay (WB) Technicolor with Doris Day and Gordon MacRae.
SNOWDON-OUTREMONT
Hollywood Murder Story (E-U) and Up In Mabel's Room (JARO).
PRINCESS
The Big Carnival (Para.) with Kirk Douglas and Jan Sterling.
ORPHEUM
The Iron Man (E-U) with Jeff Chandler and Evelyn Keyes.
IMPERIAL
Comin' Round the Mountain (E-U) with Bud Abbott and Lou Costello.
AVON-STRAND
Fugitive Lady (Rep.) and Cuban Fireball (Rep.).
AVENUE & KENT
Highly Dangerous (JARO) with Margaret Lockwood and Dane Clark.

WINNIPEG

CAPITOL
That's My Boy (Para.) with Dean Martin and Jerry Lewis.
LYCEUM
The Lost Outpost (Para.) Technicolor with Ronald Reagan and Rhonda Fleming.
MET
Rich, Young and Pretty (MGM) Technicolor with Jane Powell and Wendell Corey.
ODEON
On Moonlight Bay (WB) Technicolor with Doris Day and Gordon MacRae.
GAIETY
Alice in Wonderland (RKO) Technicolor.
DOMINION
St. Benny The Dip (UA) and Double Deal (RKO).
GARRICK
Francis Goes to the Races (E-U) with Donald O'Connor and Piper Laurie.
VALOUR
Johnny Eager (MGM) with Robert Taylor and Lana Turner.
RIALTO
Salerno Beachhead (Alliance) and The Fighting Sullivans (Alliance).
GRAND
Little Big Horn (Cardinal) and Kentucky Jubilee (Cardinal).

CALGARY

CAPITOL
Second Week. Here Comes the Groom (Para.) with Bing Crosby and Jane Wyman.
PALACE
Second Week. Rich, Young and Pretty (MGM) Technicolor and Revenue Agent (Col.).
GRAND
The Secret of Convict Lake (20th-Fox) with Ethel Barrymore and Glenn Ford.
UPTOWN
Jim Thorpe—All American (WB) with Burt Lancaster and Phyllis Thaxter.
STRAND
Flying Leathernecks (RKO) Technicolor with John Wayne and Robert Ryan.

VANCOUVER

VOGUE
Francis Goes to the Races (E-U) with Donald O'Connor and Piper Laurie.
STUDIO
Bitter Rice (IFD) with Silvana Mangano.
CAPITOL
Here Comes the Groom (Para.) with Bing Crosby and Jane Wyman.
STRAND
Fabiola (IFD) with Michele Morgan and Henry Vidal.
ORPHEUM
Mr. Belvedere Rings the Bell (20th-Fox) with Clifton Webb and Joanne Dru.
INTERNATIONAL CINEMA
Warpath (Para). Technicolor and Bombadier (RKO).
PARADISE
Salerno Beachhead (Alliance) and The Fighting Sullivans (Alliance).
PLAZA
Naked City (E-U) and Brute Force (E-U).

Manager Ernie Warren is finding his present policy at the main Elgin and Little Elgin most successful in dual theatre operation. Separate bookings and box-offices give patrons their choice of two different types of shows . . . or both . . . without leaving the lobby. And it is not unusual for patrons to settle for the Little Theatre show when the main auditorium is sold out, or vice-versa. Current at the Little Elgin is the British-made Mrs. Fitzherbert, with Flying Leathenecks holding down the screen in the larger theatre.

With all Ottawa mourning the untimely death of Grenville W. Goodwin, business was practically at a standstill during the funeral services for the popular mayor. Merchants throughout the city closed shop and offices from 2 p.m., while movie theatre managers, among whom Mr. Goodwin was exceedingly popular, paid their tribute to his memory by setting matinee openings forward to 3.30 p.m.

The Capitol has been given a general overhauling during the past month, with contractor J. E. Copeland in charge of alterations and improvements to the gallery and Family Circle parts of Famous Players' showcase theatre. The job was completed in time for the new season opening on Labor Day.

Star Top Drive-In, which opened to the public on Thursday, August 30, makes the fourth ozoner in Ottawa and district. The new outdoor film theatre is located on the Cyrville Road in a rapidly growing business and residential district.

George Forhan, Jr., assistant to manager Henry Marshall at the Regent Theatre during the past several years, has been promoted to the management of the Montcalm Theatre, a Famous Players' unit on Boulevard St. Joseph, Hull, Quebec.

Warners Use $15 Million To Acquire Stock

Warner Bros. Pictures, Inc. announces that as a result of its invitation to stockholders to tender stock of the Corporation, more than sufficient has been tendered to exhaust the $15,000,000 appropriated for such purchases. Advices of acceptance or rejection of stock tendered will be mailed as soon as practicable.

DIGEST SHOWMANSHIP CONTEST EXTENDED TO SEPT. 15th

Trapped Together by the Fury of the Flood...
SIX DESPERATE PEOPLE...
HIDING ONE GUILTY SECRET!
...and only a Sister of Mercy dared unlock the violent past that bound them together!
UNIVERSAL INTERNATIONAL presents
Claudette COLBERT
Ann BLYTH
"THUNDER ON THE HILL"
with ROBERT DOUGLAS • ANNE CRAWFORD PHILIP FRIEND • GLADYS COOPER • MICHAEL PATE • JOHN ABBOTT
Screenplay by OSCAR SAUL and ANDREW SOLT • Directed by DOUGLAS SIRK • Produced by MICHEL KRAIKE

Another Hit From

Empire - **Universal** *Films Ltd.*